



Subject: RCP Social Media Update

Report Number: RCP 24-030

Department: Recreation, Culture and Parks Department

Submitted by: Andrea Greenway, Acting Director of Recreation, Culture & Parks

Meeting Type: Council Meeting

Meeting Date: Monday, July 8, 2024

RECOMMENDATION

- A. THAT report RCP 24-030 titled “RCP Social Media Update” be received as information; and
- B. THAT staff within the Communications branch of Corporate Services assume responsibility of digital channels including monitoring all social media activities and accounts in line with corporate branding and the centralized communications strategies as outlined in Report RCP-24-030.

BACKGROUND

At the September 7, 2023 Recreation and Sports Advisory Committee meeting the following resolution was passed:

THAT the Recreation & Sports Advisory committee recommend that Council implement Option 2 as outlined in the report.

Option 2:

Create a separate social media page for the Recreation, Culture & Parks department. This page would be managed by the RCP management team with staff appointed as moderators. The page would encompass the sharing of all Recreation, Culture and Parks information to the public. As a separate Facebook page for Annandale NHS already exists, this page would be amalgamated to create one Recreation, Culture & Parks page that disseminates all department information to the public.

Council considered the recommendation at the November 27, 2023 Council meeting and amended clause B to refer the report to the Museum, Culture, Heritage and Special Awards Committee for input:

RCP 23-32 Recreation and Sports Advisory Committee

Report Resolution # 2023-558

Moved By: Deputy Mayor Beres

Seconded By: Councillor Luciani

A. THAT report titled "Recreation & Sports Advisory Committee Report to Council" be received as information, and

B. THAT Council approves the recommendations of the Recreation and Sports Advisory Committee as follows:

A. THAT the Recreation & Sports Advisory Committee recommend that the communications/social media report be received by Council, and

B. THAT the Recreation & Sports Advisory committee recommendation that Council implement Option 2 as outlined in the report be referred to the Museum, Culture, Heritage and Special Awards Committee; and

C. THAT a subcommittee be created to review scoring matrix for the Hall of Fame nominations consisting of Andrew Gradish, Taylor Campbell, Chris Parker, Susie Wray and Scott Gooding.

Carried

The Museum, Culture, Heritage and Special Awards Committee considered the matter at their January 17, 2024 meeting and forwarded a recommendation to the March 11 2024 Council meeting within report titled CS-24-017 Museum, Culture, Heritage and Special Awards Advisory Committee - Recommendation on Annandale House and Parks, Culture and Recreation Social Media. The following resolution was passed:

Moved By: Councillor Spencer

Seconded By: Councillor Luciani

A. THAT report titled Recommendation on Annandale House and Parks, Culture and Recreation Facebook Pages be received as information; and

B. THAT Council approve the recommendation of the Museum, Culture, Heritage and Special Awards Advisory Committee as follows:

THAT the Museum, Culture, Heritage and Special Awards Advisory Committee recommend that

- 1. THAT the Museum, Culture, Heritage and Special Awards Committee recommend to Council that the Annandale National Historic Site*

maintain their own Facebook page and that the Committee supports the creation of a Parks and Recreation page.

- 2. AND THAT staff at the Annandale National Historic Site remain active and involved in the creation of content for their own page.*

Resolution #2024-123

Moved By:Councillor Parker

Seconded By:Councillor Spencer

THAT item 11.1 be referred to the Director of RCP for a staff report.

This staff report provides an update on social media for the RCP department.

DISCUSSION

Current RCP Staff discussed the two advisory committee recommendations and the current approach to social media with the Communications Officer and the Director of Corporate Services. Staff are in agreement that the responsibility for social media should fall under the Communications branch of Corporate Services as part of a centralized strategy.

This direction is consistent with the Communications Strategy approved by Council in 2021, and will ensure that the Town's social media channels are managed professionally, with consideration given to the Town's overall corporate objectives.

A new Communications Specialist is starting with the Town in July, 2024 to increase communications capacity and expertise in the organization. This position will support the digital needs of all departments, with an emphasis on content strategy and content creation. This position will also assist with analytics and performance tracking in support of departmental objectives, as well as those identified in the Community Strategic Plan.

The staff recommendation is to have the Communications Specialist review the existing social media accounts and make a strategy recommendation to Council after completing one year in the role. The RCP Department, like all others, will work closely with Communications staff to identify communication needs and priorities. Communications staff will develop a content strategy based on these needs to ensure departmental information reaches the community in a timely and effective manner.

There are minor exceptions to the total centralized approach which are important to note. Economic Development does and will remain to have certain digital channels as part of their Marketing initiatives. As part of a coverage plan for certain times of the year

or weekends, there may be a need to have prepared messaging used by department staff to ensure timely posts to operational decisions (ex. Outdoor rink closure on a Sunday based on weather).

CONSULTATION

Director of Corporate Services, Communications Coordinator

FINANCIAL IMPACT/FUNDING SOURCE

There are no financial implications associated with this report.

CORPORATE GOALS

How does this report support the corporate goals identified in the Community Strategic Plan?

- Lifestyle and amenities
- Customer service, communication and engagement
- Business attraction, retention and expansion
- Community growth
- Connectivity and transportation
- Not Applicable

Does this report relate to a specific strategic direction or project identified in the Community Strategic Plan? Please indicate section number and/or any priority projects identified in the plan.

Goal – The Town of Tillsonburg will strive for excellence and accountability in government, providing effective and efficient services, information, and opportunities to shape municipal initiatives.

Strategic Direction – Increase opportunities and promotion for public engagement in municipal initiatives

Priority Project – N/A

ATTACHMENTS

RCP-24-008 – Recreation and Sports Advisory Committee Recommendation
CS-24-017 – Recommendation on Annandale House and Parks, Culture and Recreation Social Media
RCP-23-02 – RCP Communication